



2006 GOVERNOR'S CONFERENCE



**MISSION:
POSSIBLE**

Invent the Future

THE TENNESSEE LEADERSHIP CENTER

Past and Future

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Executive Director



TLC TRUE/FALSE QUIZ

1. I am content with my current salary, and not interested in pursuing a higher income.
2. The residents of my community/region are content with their standard of living, and don't have much interest in improving it.
3. Local government officials in my community fully understand the community development process, and make good policy decisions for improving the community's quality of life and economy.

TLC TRUE/FALSE QUIZ

4. **The leadership in my community/region share a common vision of the future and what they want their community to become.**
5. **The leadership in my community/region work collaboratively to make their shared vision and goals happen.**
6. **Training and education in leadership skills for our existing and potential leaders is not important to the future of our community.**

TENNESSEE LEADERSHIP CENTER

- What has TLC accomplished?
- What are we planning to offer in the future?
- How do you contact us?



WHAT HAS TLC ACCOMPLISHED?

- 3-Star Program
- Leadership Training
- Web Site and Resource Clearinghouse
- Organizational Consulting & Facilitation
- Research



STRATEGIC PLANNING ASSISTANCE

- **TLC has assisted ECD in its 3-Star program by:**
 - **Reviewing and helping modify the 3-Star program**
 - **Training ECD staff in effective strategic planning**
 - **Organizing the initial priorities from the various county strategic plans**
 - **Conducting regional workshops in strategic planning for over 400 community leaders**
 - **Facilitating strategic planning workshops in various communities**
 - **Developing a process to determine the top five or so community development priorities**

LEADERSHIP TRAINING

- In the process of designing seminars and workshops tailored to address local, regional, and State leadership needs and interests
- Use latest and most effective presentation/workshop techniques
- Have partnered with existing development organizations to develop and deliver training
 - ECD,
 - USDA Rural Development,
 - Univ. of Tenn. IPS,
 - Alliance for the Cumberland,
 - MTAS

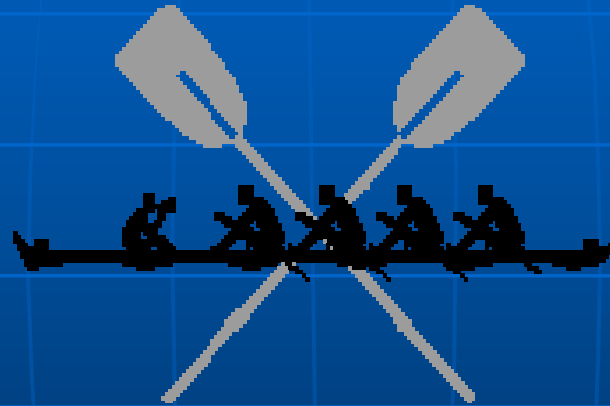
WHY A FOCUS ON TRAINING?

- **Communities across America are finding that they need to take a new approach to economic development as the national economy is changing**
- **The complexity of community and economic development in a rapidly changing environment makes it difficult to know what to do**



WHY A FOCUS ON TRAINING?

Learning is like rowing upstream; not to advance is to drop back. Chinese proverb



- The progress of a community depends on the knowledge, skills, and competence of its leadership
- Effective community and economic development happens through proficiency gained through learning new approaches and **PRACTICING** them

WHY A FOCUS ON TRAINING?

- Training can help community leaders understand the nature of their development problems and can help build the teamwork necessary to address those problems
- A shared vision of a better community and the collaborative effort to make it happen takes training and a structured group process



In a time of drastic change, it is the learners who inherit the future. Eric Hoffer

TLC TRAINING



- Focused on **community leaders** to aid in:
 - Understanding economic development trends and concepts – 3 sessions in May
 - Providing clarity for community strategic planning in the New Economy
 - Learning how to improve the rural economy on a sustained basis
 - Gaining more effective leadership skills

TLC LEADERSHIP TRAINING

- Have recently delivered workshops on:
 - The basics of local economic development
 - Rural diversification
 - Tourism and rural development
 - Strategic planning
 - Improving communication
 - Negotiation skills
 - Project and time management
 - Site selection practices
 - Managing the development organization

TLC TRAINING

- TLC approach to learning is by doing, not just listening (adults need to be interactive and hands-on to learn best)

I hear and I forget.

I see and I remember.

I do and I understand. (Confucius)



HOW DO YOU MAKE TLC TRAINING HAPPEN IN YOUR COMMUNITY?

- A core of committed community leaders or the local development practitioner ask for training assistance from the ECD or TLC
- TLC determines the interest in a particular training program
- TLC designs a workshop around the needs of the specific community

HOW DO YOU MAKE TLC TRAINING HAPPEN IN YOUR COMMUNITY?

- **The local committee of leaders or a development practitioner makes local arrangements and invites potential attendees**
- **Participants respond and pay a fee (kept low through sponsorships) to attend**
- **TLC delivers a high quality training program tailored to the community**
- **The workshop participants evaluate the session for future improvement**

RESOURCE CLEARINGHOUSE

- Expanded web site – www.tennesseeleadershipcenter.com
- Calendar of state, national, and TLC training and conferences
- DVD professionally narrated that briefly explains basic economic development concepts and trends
- On-line surveys for leaders, citizens, and business community
- Catalog of resources available in the State

RESOURCE CLEARINGHOUSE

- On-line community assessment tool for comparing your county with State and nation across key ED criteria



Economic Development Community Assessment

- Economic Development Community Assessment
[My Assessments](#) | [Help](#) | [Log out](#) Category 2:
Demographics

1) What was the population of your community in 2000?

people

Factfinder:

http://factfinder.census.gov/servlet/SAFFPopulation?_event=Search&_name=&_s...

2) What was the estimated population of your community in 2004/2005?

people

Factfinder:

http://factfinder.census.gov/servlet/SAFFPopulation?_event=Search&_name=&_s...

2.1) Percent change in population will be calculated for you on your report.

RESOURCE CLEARINGHOUSE

- **TLC PowerPoint presentations**
- **Identification of Web-based documents, resources, and articles by specific topic**
- **TLC news and items of interest**



ORGANIZATIONAL CONSULTING AND FACILITATION

- **TLC can provide and has provided organizational consulting assistance:**
 - **Facilitated a workshop in one County to reorganize the local economic development organizational structure**
 - **Has worked with numerous Chambers and ED organizations in their planning and reorganization across the U.S.**
 - **Teaches the IEDC two-day accredited Management course**
 - **Has conducted a web seminar for IEDC on Outcome-Based Performance**

RESEARCH ACTIVITY

- Analysis of local economic development activity
- National and international trends in economic and community development
- Review of “inner city” economic development possibilities
- Researching economically distressed counties in TN



WHAT ARE WE PLANNING TO OFFER IN THE FUTURE?

- 3-Star Program
- Leadership Training
- Web Site and Resource Clearinghouse
- Organizational Consulting & Facilitation
- Research



3-STAR STRATEGIC PLANNING

- Continuing to work closely with ECD on 3-Star program
- Identification of “best practices” for more effective actions in community strategic plans
- Assistance in developing performance measurements for community strategic plans

FUTURE TRAINING

- Focused on **local community officials and civic leaders** to:
 - Help you acquire new leadership skills and improve existing skills across a variety of key topics, such as:
 - Communication and effective listening
 - Negotiation skills
 - Collaboration and consensus-building
 - Conflict resolution
 - Problem-solving
 - Improve the understanding of community and economic development



FUTURE TRAINING

- Focused on **local community development and economic development practitioners** to:

- Help you acquire new skills and improve existing skills across a variety of key topics, such as:

- Managing the organization
- Negotiation skills
- Economic development finance
- Marketing
- Closing the deal



FUTURE TRAINING

- Focused on **local community development and economic development practitioners** to:
 - Give you an opportunity within TN to take accredited courses in economic development for those seeking professional certification
 - IEDC Basic Economic Development course in May 2007 in Nashville
 - Pursue scholarships for training at the Community Development Institutes for certification as a Community Development professional

FUTURE TRAINING

- Focused on **local nonprofit development organizations** to:
 - Acquire management skills for more effective development organizations
 - Create performance-based strategic action plans for the organization
 - Provide Board training
 - Improve accountability



RESOURCE CLEARINGHOUSE

- TLC research reports
- Expand and simplify catalog of resources available to communities
- Bulletin board for sharing and commenting on reports, questions, best practices, etc. (to be developed)



ORGANIZATIONAL CONSULTING AND FACILITATION

- **TLC will increase its organizational consulting assistance:**
 - **Facilitating development of more effective local economic development organizational structures**
 - **Conducting workshops to help local organizations in their management practices**
 - **Facilitating organizational strategic action plans**

FUTURE RESEARCH

- **“Best practices” in economic development, marketing, and strategic planning**
- **Target industry analyses**
- **Economic base studies for communities**
- **Monitoring trends in economic and community development**
- **Improving the economy of economically distressed areas**



THOUGHTS ABOUT ECONOMIC DEVELOPMENT

- ❑ Your community will not thrive using the ED approaches of the past!
- ❑ The focus needs to be on “building” the community, not just promoting it!
- ❑ Creating a more effective leadership is **key** to building the community!



TLC'S FUTURE?

■ Future:

- Increased funding through private sector and grants/foundations
- Increased training delivered to state and local development organizations, communities, and regions
- Increased staffing to enable expanded research, web site maintenance, and community outreach

HOW DO YOU CONTACT US?

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